

# SAMSUNG

## Retailer combines offline and online shopping options with Samsung solution

Kiosk tablets help retail leader shrink store footprint while expanding purchase options in stores.



### Challenge

To maintain its market dominance in the Middle East, a leading retailer wanted to continue to offer a wide array of goods even as the company moved to smaller physical stores. The retailer wanted its sales people to use mobile devices displaying all available products. The devices would add value, but the company was concerned about keeping the devices secure, up-to-date, and available only for work purposes.

### Solution

The retailer deployed around 3,000 Samsung tablets easily tailored by Samsung's Knox Configure solution. Employees use tablets locked as kiosks to display a special retail web app. By offering customers an online view of all of the company offerings, the retailer can seamlessly expand the bricks-and-mortar customer experience.

### Benefits

The Samsung solution has helped the retailer reduce costs while improving operations. The company is able to minimize inventory on site while continuing to offer customers a variety of price points, including warehouse-only items. Tablet kiosks now help store employees engage with customers who want to fully understand buying options. By adding innovative technology, the company has helped strengthen its position as a leading retailer.

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## CAPTURING SALES INSIDE SHOWROOMS

Brick-and-mortar retailers are working harder to convert store visitors into customers. Here is how Samsung devices and customization with Knox Configure help:

- Pro-Kiosk mode locks each device to the default Samsung Internet browser to prevent unauthorized use.
- With granular management, retailer can set the web browser homepage for all devices to its showroom website for consistency.
- By blocking screen captures, retailers can protect visitor-exclusive pricing details from leaking.

“By presenting warehouse-only options in our stores, the retailer expands its offerings without expanding store square footage.”

Maria Jennifer Clara Michael  
Solution Presales Manager  
Samsung UAE

## Challenge

### Strengthening retail leadership with a digital strategy

The rise of online shopping, which fosters more consumer choice, forced a leading Middle East retailer to adapt its operations to secure its market dominance.

The retailer planned to build an online store, but not an ordinary one. The store would provide access to its complete portfolio of products with exclusive pricing, but would be available only through special devices located in the company's physical outlets.

As a result, customers would be able to easily compare products and features across products, including warehouse-only items. The company would also be able to deploy smaller stores with a reduced physical inventory, in keeping with a regional trend built around small-footprint retail operations.

“By presenting warehouse-only options in our stores, the retailer expands its offerings without expanding store square footage,” says Maria Jennifer Clara Michael, solution presales manager at Samsung UAE. “Customers can easily find what they want with the features they want, at a price they’re willing to pay.”

The company wanted to start rolling out the digital devices to support the online channel, but needed to ensure that any devices stayed secure, up-to-date, and used only for sales purposes.



## Solution

### Knox Configure helps retailer expand purchase options in a showroom

The retailer used Knox Configure to set up 3,000 Samsung tablets in showrooms, instantly expanding its traditional offline shopping experience to include an online component. These tablets offer a special retail web app to help employees present the company's full line of products, exclusively for showroom visitors. Someone in the electronics aisle looking at televisions, for example, isn't limited to what's on display. An employee might approach them and use the tablet to help them compare every television available. That gives the retailer greater inventory flexibility, keeps shoppers engaged, and helps shoppers understand all buying options if they want to save money or need different features.

Knox Configure was the key to making the solution a success. With Knox Configure, the company's IT staff could fine-tune and control device usage centrally, ensuring that the devices are used efficiently and to support showroom shoppers.

- The Pro-Kiosk mode feature locks each device to the default Samsung Internet browser, allowing employees to use the Samsung tablets strictly as a portable product portfolio, while ensuring that visitors stayed focused on the company's product lineup and not other websites.
- With Knox Configure's granular management ability, the company can also set the web browser home page for all devices to its showroom web store. This ensures that initial access is easy and that all tablets look the same and employees use them uniformly across all stores.
- The retailer uses Knox Configure to further tailor the tablets. The company hides the settings menu to prevent users from reconfiguring the devices. The company also blocks screen captures to protect visitor-exclusive pricing details from leaking.

Best of all, the company configures its kiosk devices easily and seamlessly from a central IT location, thanks to Knox Configure's frictionless out-of-the-box setup feature. Once a store manager opens the box and activates the device, the device automatically connects to the Knox Configure server, downloads the web store URL and specific management policies, and is ready for retail use.



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## Benefits

### A better customer experience and greater innovation

Samsung tools have given a major retailer a reliable way to navigate the world of digital retailing.

**Improved inventory management.** The company saves money by moving to physical stores that are smaller than traditional stores, while still offering warehouse-only items. That reduces overhead caused by stocking all items in the catalog.

**Keeping up with current shopping trends.** The company now can take fuller advantage of the growth in online retail shopping infrastructure. It offers a digital store for their items, available to customers in showrooms. Customers can compare prices and opt for a lower priced item currently in a warehouse. Also, employees can engage directly with customers and show them product features and prices.

**Greater convenience for customers.** Shopping now is more convenient for customers, who can quickly find the products they desire and confirm they are getting the best deal available across models. If a customer wants to buy a TV, for instance, instead of walking into multiple showrooms or different hypermarkets, they can easily interact with the salesperson and use the kiosk to make an informed choice.

**IT staff sees simple device management.** IT staff does not need to spend much time managing thousands of devices. Using Knox Configure for tight configuration and out-of-the-box deployment, the devices are always under IT management. This way, the retailer can ensure employees stay focused on customers, not social networking or gaming.

### A successful pilot leads to broad roll-out

The retailer was highly satisfied with its pilot project using Samsung tablets at the Mall of Emirates and rolled out tablets to all stores across the country. The company also plans to deploy tablets to other countries. With Samsung Knox, the company now is looking into new ways to use technology to better serve customers.



## About Samsung Electronics Co., Ltd.

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies that give people the power to discover new experiences. With a constant focus on innovation and discovery, we keep redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions.

## For more information

For more information about Samsung Knox Configure, visit: [www.samsungknox.com/kc](http://www.samsungknox.com/kc).

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